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**“INVISIBLE NO MORE” – ENGAGE HER AIMS TO ACTIVATE 30 MILLION UNHEARD VOICES**

*Online Organization Launches National Digital Campaign*

September 10, 2008 (Berkeley, CA) – Getting the 30+ million minority women in the U.S. engaged in voting and leadership is the goal of a new social start up, Engage Her™, Inc. ([www.engageher.org](http://www.engageher.org)). Cofounded by Internet entrepreneur and social activist Mable Yee and Mina Wilson, a community activist and education consultant, Engage Her will leverage the power of the Internet to activate and educate women, minorities and communities around five key issues: Education, Health, the Economy, the Environment and Social Justice.

Beginning on Sept. 10, a new documentary called “Engage Her: Getting Minority Women To Lead and Vote,” directed by Maria Victoria Ponce and produced by Yee and Ponce, will be viewed at community theaters and house parties throughout the country. The film interviews leading minority women, including Congresswoman Barbara Lee, social activist Dolores Huerta, League of Women Voters California President, Janis Hirohama, and non-voters to explore the complex reasons why nearly 70 percent of Asian Americans and Latinas, and 40 percent of African American women, failed to vote in the 2004 elections. The movie trailer is available at [www.engageher.org](http://www.engageher.org), and the film will be available soon in several different languages, including Spanish and Chinese.

Yee, co-founder and CEO, says the organization was born out of the need to bring a voice to the more than 30 million minority women who are invisible in the media and lack adequate representation in our government. “These are the women whose children and families are most impacted by our education, health, and work policies, and yet our issues and concerns are not addressed. It’s as if we don’t exist.”

“We will use Engage Her as a platform to educate and activate women, minorities and communities to step up and influence our nation’s policies. Without our involvement, we lack a real democracy and our issues continue to be ignored,” Yee adds.

In addition to the documentary, Engage Her is partnering with scores of national and regional minority, women and leadership organizations, including Votolatino.org, Colorofchange.org, Mobilize Immigrant Voters, Chinese for Affirmative Action, Momsrising.org, League of Women Voters, The White House Project, Womens Media Center and Democracy for America. Engage Her plans to develop initiatives with partners on the five key issues mentioned above.

By bringing minority women's voices to the table, Engage Her hopes to achieve political representation and hold elected officials accountable for their actions. The nonprofit organization plans to harness the speed, scale, and reach of the Internet to rapidly engage members and leverage its members to demand change.

"We've had enough of candidates coming every four years to solicit our vote, and then disappearing until the next election without addressing the real issues that exist within our communities" says Mina Wilson, Vice President.

Engage Her, Inc., was founded in November, 2007 to activate and educate minorities, women and communities across a broad spectrum of social and political issues. Cofounder Mable Yee is an entrepreneur, activist, and film producer, with thirty years in the technology industry, where she specialized in companies that market to women. Mina Wilson, cofounder of Engage Her, is an educational consultant for the healthcare industry, high-tech companies, colleges and a community activist. Wilson has spent the past twenty years engaged in the business of educating people and developing educational initiatives utilizing information technology. Engage Her film director Maria Victoria Ponce is a graduate of the San Francisco School of Digital Filmmaking. The majority of her work is in documentary filmmaking and exploring fiction narratives.

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